



# JESSIE JANE

## DEMOGRAPHICS

27 yo  
Gym Trainer  
Single  
Earns \$52K per year

## BEHAVIORS AND BELIEFS

- Does a weekly meal prep for dinner
- Often grabs lunch with friends
- Has a smart watch
- Often running between work, friends and her dog

## CHARACTERISTICS AND ATTRIBUTES (0 TO 5)

Fitness Experience: 5

Education: 4

Tech Savviness: 4

Ambition: 5

Workload: 4

## GOALS

- Keep track of cheat day eats and spontaneous lunch with friends
- Find an app to promote to her fitness classes
- Find an app that seamlessly integrates with her smart watch



# ISAIAH GREENE

## DEMOGRAPHICS

19 yo  
College Sophomore  
In a Relationship  
Full-time Student

## BEHAVIORS AND BELIEFS

- Dines at the campus dining center for every lunch
- Cooks dinner at home 2 nights a week
- Has all the latest tech
- Double-major student on a rec. sports team

## CHARACTERISTICS AND ATTRIBUTES (0 TO 5)

Fitness Experience: 3  
Education: 5  
Tech Savviness: 5  
Ambition: 3  
Workload: 5

## GOALS

- Drop the Freshman 15
- Get in better shape before the rec. sports season begins in three months
- Schedule his week of meals ahead of time based on the dining center's calendar

A photograph of a woman with dark, curly hair, wearing a white blazer over a teal top. She is sitting at a wooden desk, looking down at a silver laptop. A pink smartphone lies next to the laptop. The background is blurred, showing what appears to be a library or study room.

# VENUS ASTRO

## DEMOGRAPHICS

37 yo  
Mother of 3  
Single  
Accountant

## BEHAVIORS AND BELIEFS

- Has most of their freetime after 9PM
- Has a newborn
- Not apt to all the latest technology
- Their kids are all in after-school activities

## CHARACTERISTICS AND ATTRIBUTES (0 TO 5)

Fitness Experience: 3  
Education: 5  
Tech Savviness: 2  
Ambition: 3  
Workload: 5

## GOALS

- Maintain a healthy, post-baby diet
- Keep themselves in mind without taking too much time away from their kids